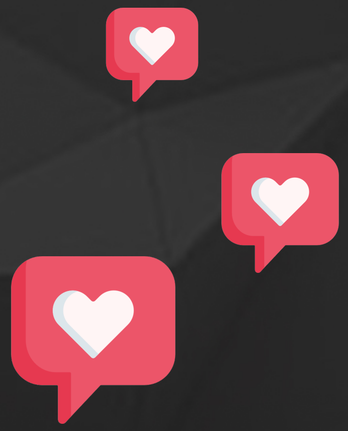
CAPTIONS

What is a **caption**?

A caption is the **text** that accompanies your image or video posted to instagram.
A caption has a word limit of **2,200** words.



We are going to **optimize your captions** to increase your engagement

1

Story

2

Questions

3

CTA’s

1

Story

1 Story

achievesuccess_

I have no special talents. I am only passionately curious. – Albert Einstein 💡💡💡
-
There are worse crimes than burning books. One of them is not reading them 📚🧠💪
-
Self-education is, I firmly believe, the only kind of education there is—“All men who have turned out worth anything has had the chief hand in their own education.” – Sir Walter Scott
-
The difference between school and life? In school, you’re taught a lesson and then given a test. In life, you’re given a test that teaches you a lesson—Schooling, instead of encouraging the asking of questions, too often discourages it 💯💯
-
TAG someone 👇👇who needs to see this 👇👇
•

1 Story

unitednations

Women from a coastal village in Papua New Guinea stand in the water where their crops and homes used to be before they were destroyed by coastal erosion.

In places all around the world, the impacts of the climate crisis have forced many people to leave their communities in search of a more sustainable life.
The International Organization for Migration works in countries like Papua New Guinea to enhance preparedness and response capacities to climate-related migration. 📸: Muse Mohammed / @unmigration

#GlobalGoals #ClimateAction

1 Story

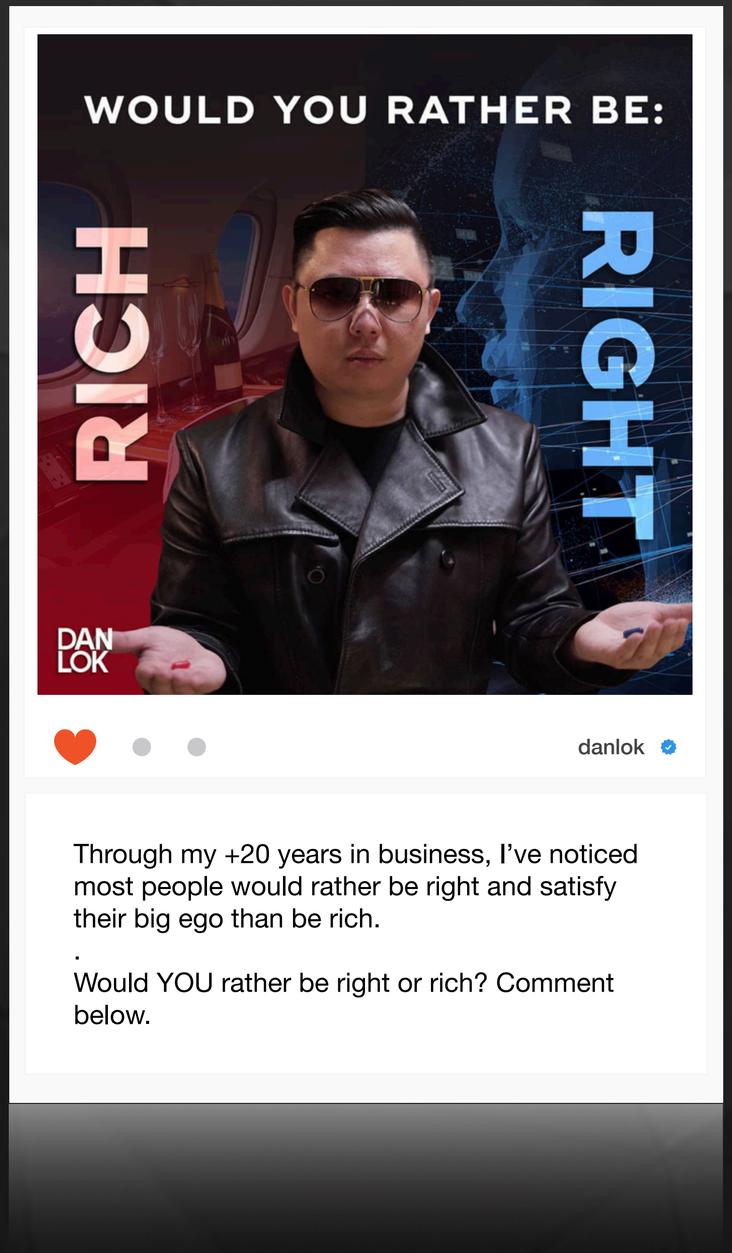
Story Keys

- Increase time on posts
- Break up paragraphs
(no-one want to read 1000 characters of text)
- Boost trust and affinity

2

Questions

2 Questions


WOULD YOU RATHER BE:
RICH
RIGHT
DAN LOK
danlok
Through my +20 years in business, I've noticed most people would rather be right and satisfy their big ego than be rich.
.
Would YOU rather be right or rich? Comment below.

2 Questions

chipotle

Who else does thIs?

2 Questions

globefever

Caption this picture 💨 Aso volcano, Japan.
Photo by @noraneko_nyankichi

2 Questions

Questions Keys

- Get people to comment!
This will boost your engagement.

- Don’t complicate it,
people will comment if it is easy to respond

2 Questions

Questions Keys

Do you Agree

Red or Blue Pill?

Which door?

1,2 or 3?

What is your favorite flavor

Caption this picture

?

?

?

3

CTA’s

3 CTA’s

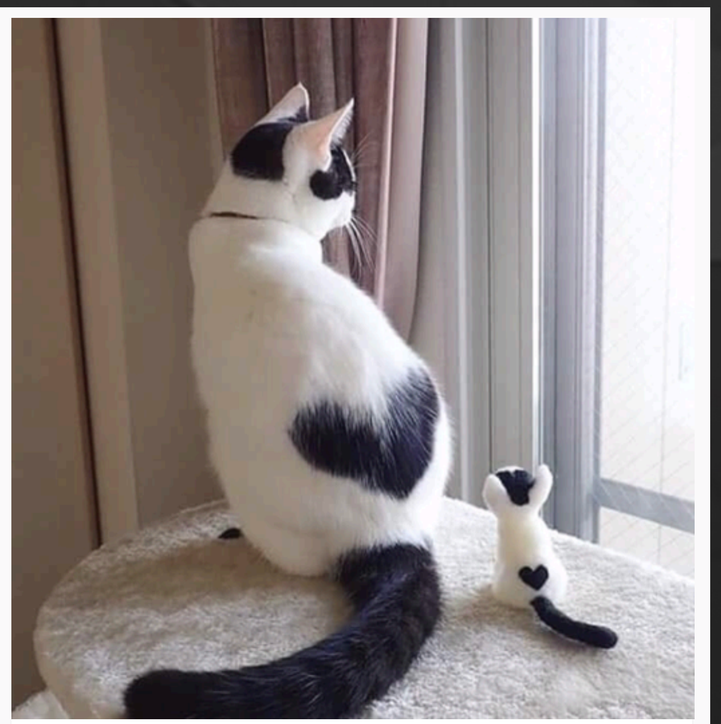
luxuryempire
TAG your better half ❤️
Photo: @jeremyaustiin // #luxuryempire

3 CTA’s

shakeshack

Lookin’ double-tap-worthy. 👌 #shakeshack

3 CTA’s


cutestcatforyou
OMG! this is so cuteness! | 📽️ from @ikura_0711
😄😄😄😄😄 ~ double tap ❤❤🐱🐱
.
Follow @cutestcatforyou for more most viral cats inspirations! 😹

3 CTA’s

CTA Keys

- Get people to comment or like to boost engagement
    - What would you ‘like’ or tag a friend for?
- Make it very visible to the viewers by using emojis, spaces etc

3 CTA’s

CTA Keys

Tag a friend

Like if …

Double tap if …

Follow us

Keep your captions **relevant** to your brand

Test to see what works and then repeat the process